



Paseo Herencia welcomes their newest store with “New Balance”

Valerie Camacho, General Manager of Aruba’s newest and liveliest commercial center, the Paseo Herencia in Palm Beach, was present for yet another opening of an attractive new shop this past Saturday evening. “New Balance” is one of the few brand dedicated athletic shoe and clothing shops on the island, and owner Christian Palmisano welcomed some of the “big guns” of New Balance for the cutting of the ribbon when they officially opened their doors.

Assisting in the festive ceremony was Fernando Cano, New Balance Manager for Latin America and the Caribbean, and Nissim Zebede, Distributor for New Balance, out of Panama. Additionally on hand for the opening was International Footwear Product Manager Jennifer King, who had traveled to Aruba from Boston for the event. She ably demonstrated the fine points of the New Balance collection, which includes the popular P.S. Flyer brand.

Fernando Cano explained that such a stellar gathering of New Balance executives were present as they have great expectations for the shop, with an eye to establishing the brand in the region. Sergio Domingas, a renowned tri-athlete and New Balance’s Tech Rep, was also on hand to train the local personnel in the fine art of athletic shoes, of which the shop carries over 100 styles. Jennifer King described the Paseo Herencia store as “having one of the most comprehensive inventories of athletic shoes, a strong emphasis being made on New Balance’s extremely varied line of footwear.” Indeed, a visit to the store is an education in the fine art of choosing the perfect shoes for one’s particular athletic pursuits, and Sergio has made sure their staff understands the fine technical differences in design and can advise customers expertly.

Christian, from Venezuela, revealed that this is his fourth New Balance store, and has great faith in the Aruban market for athletic wear, with the cooperation of New Balance in establishing the brand locally. The shop will be open from 10:00 AM until 10:00 PM to accommodate nighttime shoppers that are two busy enjoying Aruba’s many attractions to spend their time in stores during the day. “We are aware of who will be shopping at this location,” expressed Fernando Cano, “and so we are pricing the clothing and athletic shoes below U.S. prices to make it worthwhile to buy here. Shoppers will find prices are ten to twenty percent below U.S. retail, so there will be a savings by shopping in Aruba.”

A festive opening event revealed an attractive shop with an appealing assortment of stylish sportswear offering substantial savings, which is certainly a formula for success!